



January 26, 2009

Dear Agricultural Community Partner:

We invite you to participate in this year's California Agriculture Day at the Capitol. California Women for Agriculture (CWA) and the California Foundation for Agriculture in the Classroom (CFAITC) are working with the California Department of Food and Agriculture (CDFA) to host this year's event at the State Capitol in Sacramento on **Tuesday, March 24, 2009 from 10:30 a.m. to 1:30 p.m.**

The Capitol grounds will be alive with farm animals, great food and entertainment all celebrating California's great agricultural bounty. Participants are invited to share their California commodities and information with state legislators, legislative staffers, state agency representatives, media and the general public.

There are a few changes this year. There will be no stage program as in the past. While there will be a microphone for a few minutes of welcoming remarks, the primary focus is to give you the opportunity to engage in meaningful dialogue with California legislators and staffers. CWA's main partnership role this year is legislative outreach. In a year of budget difficulties and a severe drought we understand the importance of showcasing the best of California agriculture to many of the decision makers in our state. Please invite legislators to visit your booth. This may mean coming up with creative ways to lure and hook them.

The following is a schedule of the day's events:

10:30 a.m. – 11:30 a.m.	Booths open to elected officials and staff
11:30 a.m. – 1:30 p.m.	Booths open to the public
12:00 p.m. – 12:30 p.m.	Welcome by A.G. Kawamura, Secretary of Food and Agriculture and Governor Arnold Schwarzenegger (invited)

A 10'x10' exhibit space costs \$500 if registered by **Friday, February 27, 2009**. After that date the cost is \$600. Funds will be utilized to produce this event. We also have many opportunities for corporate sponsorships should you wish to promote your business or service to agriculture organizations and event attendees; please contact us directly to discuss these options.

To confirm your participation, please complete the attached registration form and fax it to **(916) 653-4723** by **Friday, February 27, 2009**. Mail your check and a copy of the registration form to the California Foundation for Agriculture in the Classroom at 2300 River Plaza Drive, Sacramento, CA 95814. If you have questions, please contact Jonnalee Henderson or David Pegos at (916) 654-0433 or via e-mail at jhenderson@cdfa.ca.gov or dpegos@cdfa.ca.gov. Once we have received your information, your group's contact person will receive additional details about the event. We look forward to working with you to make Ag Day 2009 a success!

Sincerely,

Diana Westmoreland Pedrozo, President
California Women for Agriculture

Judy Culbertson, Executive Director
California Foundation for Agriculture
in the Classroom